



Recycling Lines

Electronic Newsletter

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Virginia Department of Environmental Quality, Division of Environmental Enhancement

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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

Welcome to Recycling Lines, a look at recycling news in the Commonwealth and across the nation. We hope that some of this information is helpful to you in your programs, and hope you'll help us with news from your area related recycling. Had a successful collection event? Have a recycling problem? Let us know by sending this information to Steve Coe at gscoe@deq.virginia.gov.

Recycled Newsprint Report

The Virginia Press Association voluntarily reports each year on the amount of recycled newsprint its publishers use. For calendar year 2004, the VPA reported that 227,575 short tons of newsprint were used by Virginia newspapers, with 213,629 short tons containing recycled content. This means that 94% of Virginia's newspaper has recycled material in it.

VRMDC Meeting June 14

The Virginia Recycling Markets Development Council (VRMDC) will meet on June 14, 2005 in the Regional Board Room of the Hampton Roads Planning District Commission in Chesapeake from 10 a.m. to 12:00 p.m., followed by a joint meeting of its Local Government Assistance and Recycling Rate Subcommittees from 1 to 3 p.m. The primary purpose of the meeting is to obtain comments from Hampton Roads localities, waste management authorities and other interested parties on: (1) what, if any, changes are recommended to Virginia's 25% recycling rate mandate and (2) ways in which the VRMDC and state could assist localities and waste management authorities in meeting the state recycling mandate. The VRMDC is considering recommending modifications to the current 25% recycling mandate to provide relief to rural localities that are having difficulty meeting the mandate as a result of market conditions, transportation costs, the lack of economies of scale and other obstacles beyond their control.

Web Links of interest:

- www.cellulardonation.org
- <http://www.pcworld.com/news/article/0,aid,120544,00.asp>
- <http://www.cristina.org/>
- <http://www.bathcountyyva.org/services.htm>
- <http://www.cleanvalley.org/whatto.htm>

Did You Know - - -

That the most important factors for a successful recycling program are convenience and visibility? We know that recycling is good for the environment, and appreciate that recycling allows us as citizens to make a continuing contribution to natural resource management and conservation. However, if it is not convenient for citizens to recycle, only the die-hard recyclers will participate regularly. If citizens don't know how the local recycling program works, it will not be convenient for them to recycle. How does your program stack up? How do your citizens learn about and access their recycling options?

Public Outreach Programs – Tips

An article in *Resource Recycling* (May 2003) listed “The Seven Deadly Sins of Public Outreach Programs.” For your files they are:

1. Environmental Education will increase participation.

Convenience is the most efficient way to increase participation; education alone normally won't influence those that are not already participating.

2. Everyone cares about recycling.

Not everyone is like “us” recycling professionals. A recycling message needs to be more than a “rah-rah” for recycling, it needs to reach the audience at their level.

3. Guilt works.

No. The recycling message should be a positive one, one that makes people feel good about what they are accomplishing through recycling.

4. Repeat yesterday's ads tomorrow.

The recycling message needs to be fresh. The “same old same old” will not keep the recycling momentum high. Look at new ways to get the recycling message out.

5. Non-English speakers need translated literature.

No. Most polls show that the non-English speakers wanted to translate the information directly.

6. If you schedule it, they will come.

No. If you have an event or a meeting, schedule it at places the people are already going.

7. Kids will make their parents recycle.

Unless kids are asked to carry a message to their parents, the information gets lost in the backpacks.

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